

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 19, 1998

RJR Account #203290
H. FOURTUNIS

JULY: WINSTON \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as **120** SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. (*Note: This is not 'pre-sleeved' product.*) All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
4	Winston Box	12300-25379
8	Winston Light Box	12300-25380
4	Winston Ultra Lt Box	12300-25381

Product / Premium Arrival: **June 29, 1998**

Ship Date to Retail: **Week of: July 13, 1998**

Displays (Item #542810)

SKU CUBE: **1.6113**

SKU WT (w/o Product): **3.2200 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Cartons**

EFT \$ Amount: **\$4,241.87**

PARTNERS 'BONUS' REPORTING DESCRIPTION

WIN JUL \$1/2 PKS

51855 9703

-2-

\$1.00 Off 2-Pack Tear Tape
H. FORTUNIS

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:

1 Carton: *Winston Box*

2 Cartons: *Winston Light Box*

1 Carton: *Winston Ultra Lt Box*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
Refer to enclosed 'Wholesaler Packing Instructions' for Display Load

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **\$224.00 (16 (6M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162309

L. E. MacWilliams

Encl: Retail Customer List
Wholesaler Packing Instructions
Winston Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULWIN-1.DOC

51855 9704

WHOLESALER : 203290 HARRY FORTUNIS, INC. <DIRECT>
 TEMPLATE : 800750 80700 WIN JUL 51/2-NO
 TEMPLATE SEQ : 0915
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
122204	122220	340514	TANGLEWOOD STATR'Y	2264 CENTRAL PARK	YONKERS	NY	10710	1				(914)793-5061
133005	133030	130769	84 QUIK STOP	5084 ROUTE 17M	NEW HAMPTON	NY	10958	1				(914)374-2208
133005	133030	179116	QUAKER CREEK	767 PULASKI HWY	GOSHEN	NY	10924	1				(914)258-4570
133005	133030	600426	A PLUS	68 BROOKSIDE AVE	CHESTER	NY	10918	1	NYS	0362-0102		(914)469-7552
162210		485720	WALKER VALLEY GROC	ROUTE 52 BOX 315	WALKER VALLEY	NY	12588	1				(914)744-3051
162210		550143	PARKSVILLE EXXON MR	ROUTE 17	PARKSVILLE	NY	12768	1				(914)292-7657
162210		676357	M&M CONFECTIONERS	47 BENNETT ST	MIDDLETOWN	NY	10940	1				(914)343-7013
162210		722998	SPECIAL MKT	2 GLEN WILD RD	ROCK HILL	NY	12775	1				(914)791-7839
162210		641280	GNP PETROLEUM INC	RT 211	MIDDLETOWN	NY	10940	1				(914)342-4700
162210		130446	KOUNTRY KORNER	RR 1 BOX 196	CALLICOON	NY	12723	1				(914)887-4350
162210		766926	QUICK STOP VARIETY	P.O. BOX 263 338	MONTICELLO	NY	12701	1				(914)796-1519
162210	162227	966204	ROBERT L WILSON	650 ROUTE 211 E	MIDDLETOWN	NY	10940	1				(914)692-3022
162210	162327	178872	VALLEY PHARMACY	ROUTE 52	PINE BUSH	NY	12566	1				(914)744-3111
162210	162227	799100	HIT OR MISS MOBIL	ROUTE 17K	BULLVILLE	NY	10915	1				(914)361-3919
162210		704978	HARRY FORTUNIS	261 NORTH ST	MIDDLETOWN	NY	10940	4				(914)342-2650
162210	162227	688667	FAIR OAKS GENERAL S	RR 8 BOX 279	MIDDLETOWN	NY	10940	1				(914)361-4630
162210	162227	178898	CINOTTIS MARKET	11 MINE HILL RD	OTISVILLE	NY	10963	1				(914)386-2291
162210	162227	178902	PERINO'S DELI.	ROUTE 6	SLATE HILL	NY	10973	1				(914)355-8686
162210	162227	130376	OTTISVILLE CONV ST	ROUTE 211	OTISVILLE	NY	10963	2				(914)386-1462
162210		705901	BORDERLINE DELI	1226 BURLINGHAM R	PINE BUSH	NY	12566	1				(914)744-5779
162210		759736	CASPERS TWO INC.	ROUTE 209 P.O. BO	SUMMITVILLE	NY	12781	1				(914)888-5363
162210	162233	178194	R&B DELI	37 S MAIN ST	LIBERTY	NY	12754	3				(914)292-9087
162210	162227	178453	JAMES' GENERAL STOR	PO BOX 346	NAPANOCH	NY	12458	2				(914)647-5973
162305	162328	754480	M&M MOBIL, INC.	1000 FLATBUSH RD	KINGSTON	NY	12401	1				(518)336-2793
162306	162328	630642	HOME TOWN DELI	COUNTY RT. 19	ELIZAVILLE	NY	12523	1				(914)756-4501
162306	162327	900015	RONDOUT VALLEY GROC	PO BOX 416 ROUTE	ACCORD	NY	12404	1				(914)626-4661
162307		578991	LAHEY'S MIDWAY	264 QUASSAICK AVE	NEW WINDSOR	NY	12553	1				(914)561-8533
162307		672417	MARKONIC'S DELI MKT	1191 RT. 9W #28	MARLBORO	NY	12542	1				(914)236-3226
162307		769779	HEMA WAY INC.	DBA T & M DELI	SALISBURY MILL	NY	12577	1				(914)496-8160
162307	162330	738962	B QUICK SERVICE	362 WINDSOR HWY	NEW WINDSOR	NY	12553	1				(914)569-8051
162307	162327	666444	IRELAND CORNERS	551 STATE ROUTE 2	NEW PALTZ	NY	12561	1				(914)255-8883
162307		667003	JAY DEE'S DELI	WALLKILL AVENUE	WALLKILL	NY	12589	1				(914)895-3100
162307	162327	571289	PARTY BEVERAGE, INC.	199 N PLANK RD	NEWBURGH	NY	12550	1				(914)565-3039
162307		617948	C G DELI MANAGEMENT	270 HUDSON ST	CORNWALL HDSN	NY	12520	1				(914)534-2450
162307	162327	619745	SAMUELS DISCOUNT CT	1019 RT. 17K UNIT	MONTGOMERY	NY	12549	1				(914)457-5891
162307		179174	QUICK DELI	251 STATE ROUTE 1	NEWBURGH	NY	12550	1				(914)564-0660
162307		286486	MAGYAR'S SERVICE CT	704 ROUTE 9W	MIDDLE HOPE	NY	12550	1				(914)561-3177
162307		559770	MO'S CONVENIENCE	779 BROADWAY	NEWBURGH	NY	12550	1				(914)561-1257
162307	162327	632155	BLUESTAR INT. ENT.	160 NORTH ST	NEWBURGH	NY	12550	1				(914)562-1111
162307	162327	638321	ONTARIO ENTERPRISES	30 S PLANK RD	NEWBURGH	NY	12550	1				(914)565-1449
162307	162327	698921	LAKESIDE CONV DELI	RT 52 & LAKESIDE	NEWBURGH	NY	12550	1				(914)566-0622
162307	162327	767822	UNION ST. DELI&PIZZA	135 UNION ST	MONTGOMERY	NY	12549	1				(914)457-5411

WHOLESALE : 203290 HARRY FOUNTAINS, INC. <DIRECT>
 TEMPLATE : 800750 80700 WIN JUL 51/2-NO
 TEMPLATE SEQ : 0915
 SALES LEVEL : 16XXXX

PAGE: 28
 DATE: 98-05-12
 TIME: 12:10 PM

YEAR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162307	162327	169211	MIDDLEHOPE DELI INC	626 ROUTE 9W	HIGHLAND	NY	12550	1				(914)561-3155
162307	162328	594992	BRIDGE CIRCLE DELI	77 MILTON AVE	HIGHLAND	NY	12528	1				(914)561-2221
162307	162327	567459	H.N. OF NEWBURGH, IN	352 BROADWAY	NEWBURGH	NY	12550	2				(914)562-6683
162307	162327	336213	LATIN GROCERY	193 BROADWAY	NEWBURGH	NY	12550	2				(914)565-9664
162307	162327	596448	SIDDIQUE PETROLEUM	185 MAIN ST	NEW PALTIZ	NY	12551	2				(914)255-0322
162307	162327	178944	PETE'S MARKET	271 WASHINGTON ST	NEWBURGH	NY	12550	2				(914)562-5521
162307	162328	209935	ARDONIA GENERAL ST	RT 44-55	CLINTONDALE	NY	12515	1				(914)883-6655
162307	162327	340741	A-PLUS #60027	510 BROADWAY	NEWBURGH	NY	12550	2	NYS	0362-0102	046458	(914)561-5166
162307	162327	179019	MIDDLEHOPE GEN STOR	640 ROUTE 9W	MIDDLE HOPE	NY	12550	1	NYS			(914)562-9764
162307	162327	331060	NORTH PLANK MOBILE	175 N PLANK RD	NEWBURGH	NY	12550	1	NYS			(914)561-2111
162308	162328	178627	SOUTHGATE DELI. AND	658 SOUTH RD	POUGHKEEPSIE	NY	12601	1				(914)462-1911
162308	162328	463524	P & Z ENTERPRISES	81 FALTKILL AVE	POUGHKEEPSIE	NY	12601	1				(914)454-6281
162308	162328	685215	STACEY'S DELI	515 NOXON RD	LAGRANGEVILLE	NY	12540	1				(914)227-3354
162308	162329	716020	VILLAGE DELI	RT. 22	WINGDALE	NY	12594	1				(914)832-3305
162308	162329	705677	BILLINGS DELI & PIZ	BILLINGS PLAZA RT	BILLINGS	NY	12510	1				(914)223-3354
162308	162329	958292	CAROL'S GIFT	RT 22 GRAND UN PL	DOVER PLAINS	NY	12522	2				(914)877-6177
162308	162329	975119	THE BRAIR GROUP INC	DBA DELI LAND	FISHKILL PLAIN	NY	12590	1				(914)221-2976
162308	162327	511360	FOUR STAR WHOLESAL	67 COTTAGE ST	POUGHKEEPSIE	NY	12601	6				(914)473-1793
162308	162327	179337	NEUSTAT PHARMACY	150 MAIN ST	FISHKILL	NY	12524	1				(914)896-6220
162308	162328	178702	EAST PARK PHARMACY	650 VIOLET AVE	HYDE PARK	NY	12538	1				(914)229-2195
162308	162329	178726	AMENIA VARIETY	ROUTE 22 & 44	AMENIA	NY	12501	2				(914)373-8300
162308	162328	307545	CENCO	403 VIOLET AVE	POUGHKEEPSIE	NY	12601	3				(914)454-6924
162308	162328	411813	SALT POINT GETTY	BOX 179 RD 1 RT 4	SALT POINT	NY	12578	3				(914)677-9852
162308	162328	440768	ABC GROCERY	22 DE LAVAL PL	POUGHKEEPSIE	NY	12601	1				(914)554-1141
162308	162328	619772	GETTY SERVICE STATI	355 MILL ST	POUGHKEEPSIE	NY	12601	3				(914)473-1442
162308	162328	669437	S&D FOOD STORE INC	250 HOOKER AVE	POUGHKEEPSIE	NY	12603	1				(914)471-7344
162308	162329	696040	SUNOCO S/S	FAMILY QUICK STOP	HOPWELL JCT	NY	12533	1				(914)227-9221
162308	162328	746373	PMK PETROLEUM BP	340 VIOLET AVE	POUGHKEEPSIE	NY	12601	1				(914)486-4199
162308	162328	760276	THREE JAV'S GULF	258 ROUTE 44	SALT POINT	NY	12578	1				(914)677-1141
162308	162328	777374	9D GROCERY	DBA JOHNNY'S	WAPPINGERS FAL	NY	12590	1				(914)297-2630
162308	162329	843136	FAMILY QUICK STOP	10 WEST MAIN STRE	PAWLING	NY	12564	1				(914)855-9220
162309	162330	179143	JAYS DELI	497 ROUTE 32	HIGHLAND MILLS	NY	10930	2				(914)928-2803
162309	162330	542363	HILTON GIBSON MILLE	208 MACARTHUR AVE	NEW WINDSOR	NY	12553	5				(914)562-0353
162309	162329	242620	FAIRFIELD FOOD AND	FUEL CORP.	BREWSTER	NY	10509	1				(914)279-4419
162309	162330	486368	GINO'S DELI	TOWNERS ROAD	CARMEL	NY	10512	1			904292	(914)225-1188
162309	162330	728412	SHIVAM VARIETY INC.	307 MAIN ST	HIGHLAND FALLS	NY	10928	1				(914)446-2510
162309	162330	745253	HAFRIMAN EXXOM	2 MELODY LANE NOR	CENTRAL VALLEY	NY	10917	1				(914)782-7589

PAGE BREAK TOTAL ACCOUNTS

84

TOTAL QUANTITY

113

TEMPLATE TOTAL ACCOUNTS

84

TOTAL QUANTITY

113

WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTION

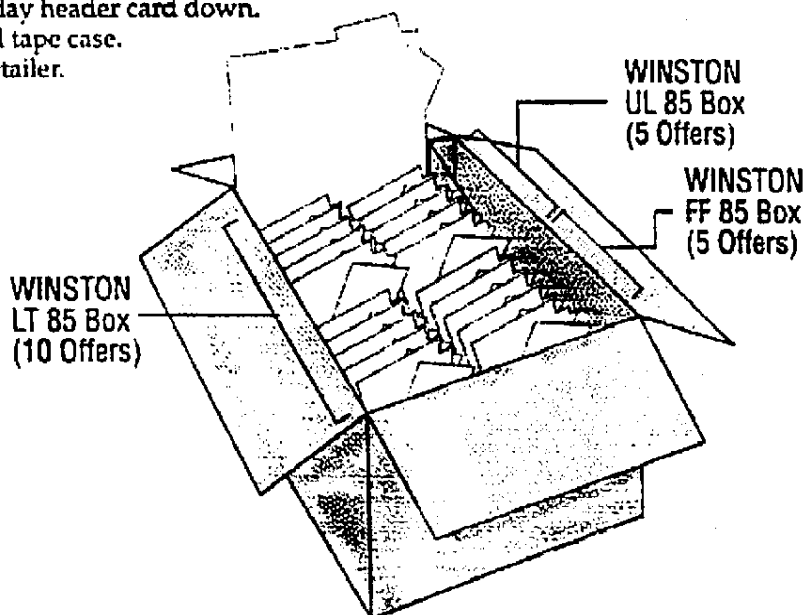
3RD QTR.'98

July Winston \$1 OFF 2 Packs

(Winston Buy 2 Packs Get \$1 Off)

STEPS

1. Open WINSTON \$1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. (10 sleeves will be marked WINSTON LT 85 Box, 5 sleeves will be marked WINSTON UL 85 Box, 5 sleeves will be marked WINSTON FF 85 box.) DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MSA Promotion Reporting Description: WIN JUL S1/2 PKS

Brand Style	Box	LT Box	UL LT Box			
Number of Cartons	1	2	1			

51855 9707

\$100 off with 2-pack purchase

Lose the additives

Save a
buck

when you buy 2 packs

- Here's a summer promotion to heat up your sales.
- Proven traffic builder – smokers save a buck with 2-pack purchase.
- Eye-catching packaging highlights full flavor, lights and ultra-light styles.
- Fully integrated support materials include counter display and poster.

Lose the additives Lose the additives
Save a buck Save a buck
when you buy 2 packs when you buy 2 packs
No additives